

# The Carolina Beat Academy: A Story of Innovation, Entrepreneurship, and Engagement

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# What is the Carolina Beat Academy?

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The Carolina Beat Academy is

an initiative of UNC's Department of Music that  
seeks to revolutionize music education and to  
promote self-empowerment and peace  
through music

# Activities

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## University Courses

- The Art and Culture of the DJ, Beat Making Lab, MC Lab, Rock Lab

## Community Workshops

- Beat Making Labs in Congo, Ethiopia, Fiji, Panama, Senegal ... and Chapel Hill

## State Department Grant

- \$1 million to promote cultural diplomacy and foster conflict resolution around the world through hip-hop

# The First Class, Fall 2011

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# The First Community Lab, 2012

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# Innovation

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- Serves unmet needs by engaging students who have no formal music education
- Offers hands-on training in popular music performance
- Enriches classroom dynamic by pairing academics and practitioners
- Develops powerful and lasting connections with local/global communities
- Uses music to teach entrepreneurship and conflict resolution

# Entrepreneurship

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- Engages artist/entrepreneurs as co-teachers
- Develops skills in fundraising, marketing, promotion through course projects
- Emphasizes professionalism and resourcefulness, applicable to all careers
- Fosters entrepreneurship and builds careers in community labs

# Engagement

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- Promotes collaborations between faculty/students and local/global community partners
- Strengthens the town-gown relationship through Chapel Hill lab
- Connects with communities in Bangladesh, Bosnia, India, Senegal, Serbia, and Zimbabwe
- Fosters creative and peaceful self-expression among youth

# The Future

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- Develop UNC into a model of innovative music education
- Link CBA activities to UNC initiatives in NC and around the world
- Secure dedicated space and \$5 million endowment to permanently support CBA activities

# Why Does the Carolina Beat Academy Matter?

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- Serves unmet demand on campus
- Makes musical training, artistic expression available to all
- Leads the way in university music education
- Develops entrepreneurial mindset
- Will lead to world peace (well, maybe)

# Thank You!

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Chancellor Folt schools Mark Katz in the ways of  
scratching at the Chapel Hill Beat Making Lab